



# ANNUAL TRAINING CALENDAR 2024-25



**State Agricultural Management and  
Extension Training Institute (SAMETI) Jharkhand**

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**Aboobacker Siddique P., I.A.S.**  
**Secretary**

Department of Agriculture,  
Animal Husbandry and co-operative  
Jharkhand, Ranchi



## *Message*

The significance of sustainable agriculture cannot be undermined. In a world grappling with environmental challenges, it is imperative that we adopt practices that preserve our ecological footprint while maximizing yields.

By fostering a culture of continuous learning and adaptation, we aim to position Jharkhand as a leader in sustainable agriculture, not just within the country but on the global stage.

The 2024-25 Annual Training Calendar proposed by SAMETI will play a pivotal role in strengthening the agricultural extension system in Jharkhand by providing training, technical support, and advisory services to extension personnel. By enhancing their capacity and capabilities, SAMETI contributes to improve the livelihoods and well-being of farmers and agricultural communities in the state.

I express heartfelt gratitude for SAMETI's dedication to Jharkhand's agricultural development. Your training programs and collaborations have equipped our extension personnel with vital skills and fostered sustainable practices. Your efforts are truly appreciated in empowering both farmers and our agricultural sector.

  
(Aboobacker Siddique P.)



**Dr. Kumar Tarachand, I.A.S.**  
Director Agriculture  
Jharkhand, Ranchi



## *Message*

Agricultural Extension has a crucial role to play in the context of growing demands of agricultural production in a sustainable manner. The training programmes proposed during 2024-25 by SAMETI covers different areas of agricultural extension and management which are relevant to the prevailing situations in the state.

We believe that continuous learning and skill development are crucial for agricultural progress. This training programme will equip extension functionaries with the necessary tools and knowledge to overcome challenges and make informed decisions for the betterment of agricultural practices.

I extend my gratitude to SAMETI and all the trainer involved for their dedication and support in organizing this training programme. Their expertise and commitment will undoubtedly contribute to your learning and growth.

  
(Kumar Tarachand)



**Shri Vikash Kumar**  
Director SAMETI  
Jharkhand, Ranchi



## *Message*

SAMETI is a forerunner in the field of training and development in Agriculture, Animal Husbandry, Dairy and Fisheries sectors constantly seeking professional excellence in its path, there by aid in enhancing quality, productivity and sustainability in the primary production sector in Jharkhand.

To keep pace with the changing environment, SAMETI Jharkhand has been updating its visions and strategies from time to time. SAMETI Jharkhand has prepared the Annual training calendar 2024 – 25 by receiving the inputs from the training planning workshop with the participation of technical support group members, senior level officers, officers of line departments, feedback from trainees and trainers of SAMETI, similarly State level training institutes and other stakeholders of ATMA.

The annual training calendar prepared by SAMETI would help the agriculture and allied departments to plan their training programmes in advance for effective impact.

(Vikash Kumar)



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# About the Institute

## **STATE AGRICULTURAL MANAGEMENT & EXTENSION TRAINING INSTITUTE (SAMETI)**

Extension plays a crucial role in increasing production and productivity in Agriculture. In view of the gap between technologies available and the technology being adopted by farmers, Government has taken steps to revamp the Agriculture Extension system of the State by integrating Central and State sector schemes to provide timely advice and support to the farmers of the state.

ATMA (Agriculture Technology Management Agency) the Centrally sponsored scheme has provided a platform for integrating similar efforts and provided support to State for the establishment of Human Resource Development Centre like SAMETI.

## **BACKGROUND INFORMATION**

SAMETI is a state level training institute established to impart training to extension functionaries of the Department of Agriculture and Allied sectors.

## **OBJECTIVES OF SAMETI**

**The Key Objectives of SAMETI are:-**

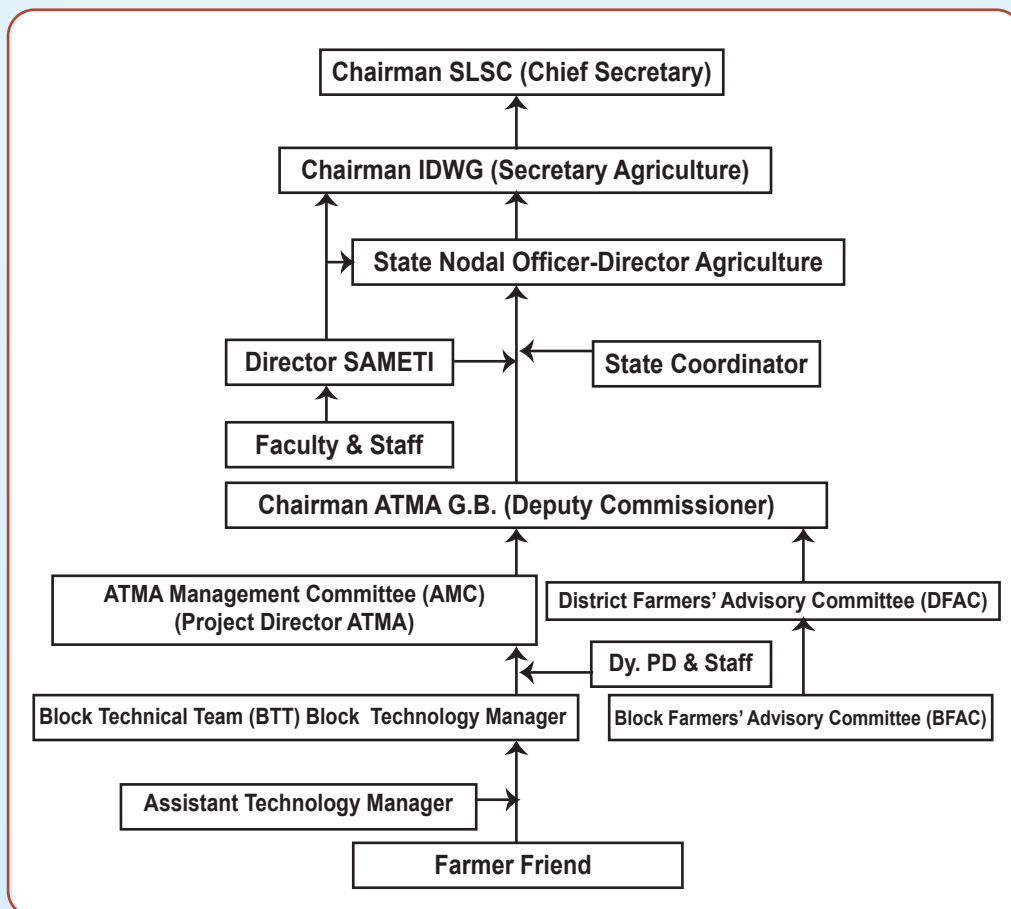
- 1) To act as Nodal Agency for organization of Management & Extension Training for officers and employees of the Department of Agriculture, Animal Husbandry, Horticulture, Fishery, Sericulture and other allied departments for capacity building.
- 2) To encourage greater extension Research Linkage through participation of Scientists from KVK and ZRS within the jurisdiction of the State.
- 3) To strengthen linkage between State, National & International institutions in the field of Natural Resource Management, Dry Land Agriculture, Integrated Pest Management, Post-Harvest Techniques and Crop Management.
- 4) To provide need based and location specific training for ATMA districts in the state.
- 5) To provide consultancy services in the field of Agriculture.
- 6) To conduct applied research in frontier areas.
- 7) To publish relevant agro techniques and develop audio-visuals related to success stories.
- 8) To organize State and National level seminar and workshops on ITD components of NATP.

## **MANDATES OF SAMETI:**

- To develop systematic linkage between State, Regional and International Institution of outstanding accomplishment in the field of Agricultural Extension Management.

- To gain insight into Agricultural Extension Management System and Policies together with problems and constraints at each step and stage.
- To identify, appreciate and develop modern management tools, techniques in problem solving approaches utilizing the mechanism of personal management, resource management, input management and finally the conflict management at the organization level.
- To develop skill on organizing need-based field programme for training and re-training of senior and field level functionaries for executing extension programme.
- To conduct programme-oriented research in the area of Agricultural Extension Management as a sequel to provide feedback to training programme. Such kind and types of research will generally be undertaken on the recommendation and issues emanating from training and vice-versa.
- To serve as repository of ideas and develop information, regional communication and documentation service etc. in regard to the subject of Agricultural Extension Management.
- To forge linkage with national and regional institution under suggested programme of institutional collaboration and employment of consultants.

## Organizational Structure of SAMETI Jharkhand



# Abstract of Training Programmes For Academic Year 2024-25

Sl. No.	Programme	Participants	Coordinator
<b>Agricultural Extension Management</b>			
1	Leadership Skills and Management	Senior & Mid level Extension Functionaries	Faculty/ Dy. Director (AEM) SAMETI Jharkhand
2	Programme on Managerial Tools and Techniques in Project Management.	Extension Functionaries of agri. Line Dept.	
3	Information Technologies for Agricultural Extension-New Concepts: Internet of Things in Agriculture (IOT); Geographical Information System (GIS), Artificial Intelligence (AI)	Extension Functionaries of ATMA	
4	Innovative Extension Approaches	Mid Level Extension Functionaries	
5	Workshop On Development Of Capacity Building Under SMAE	Senior and Mid Level Extension Functionaries	
6	Refresher Course on ATMA activity	ATMA Extension Functionaries	
7	Induction Training on SMAE/ATMA Programme for ATMA Functionaries	ATMA Extension Functionaries	
<b>Agriculture and Allied Sector</b>			
1	Natural Farming for Sustainable Agriculture	Extension Functionaries of agri. Line Dept.	Faculty/ Dy. Director (Agri & Allied) SAMETI Jharkhand
2	Pisciculture (Fisheries) & Its Operationalization	Senior and Mid Level Extension Functionaries	
3	New Dimensions in Agricultural Marketing	Senior and Mid Level Extension Functionaries	
4	Agricultural Mechanization For Small & Medium Farmers	Senior and Mid Level Extension Functionaries	
5	Extension in allied sector	Extension Functionaries of agri. Line Dept.	

# Collaborative Training with SAMETI, MANAGE Hyderabad & EEI Nilokheri Haryana (2024-25)

<b>Online Collaborative Trainings with SAMETI &amp; MANAGE Hyderabad (2024-25)</b>			
1	Integrated Farming and Agri-Business Enterprises	Extension Functionaries of agri. Line Dept.	Faculty/ Dy. Director (AEM) SAMETI Jharkhand
2	ICTs in Agricultural Marketing-Block Chain Technologies	Senior and Mid – level extension functionaries	Faculty/ Dy. Director (Agri. & Allied) SAMETI Jharkhand
3	Promoting Farmers Producer Organization (FPOs)	Senior and Mid – level extension functionaries	Faculty/ Dy. Director (AEM) SAMETI Jharkhand
<b>On Campus Collaborative Training with SAMETI &amp; EEI Nilokheri, Haryana (2024-25)</b>			
1	Participatory Extension Approaches for Extension Functionaries	Extension Functionaries of agri. Line Dept.	Faculty/ Dy. Director (Agri. & Allied) SAMETI Jharkhand

# Agricultural Extension Management 2024-25

## 1. Topic: Leadership Skills and Management

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Date	<ul style="list-style-type: none"> <li>28 – 30 August, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To understand the principles and Practice of Management</li> <li>To impart Managerial and Coordination Skills among the Farmers</li> <li>To develop Team building and Problem-Solving strategy in Agriculture Management</li> <li>To know the importance of Leadership skills and Management in present Agriculture scenario</li> <li>To sensitize farmers for adopting managerial and leadership skill in their daily life</li> <li>To study different case studies of successful Agriculture entrepreneurs</li> </ul>
Contents	<ul style="list-style-type: none"> <li>Principles and Practice of Management</li> <li>Delegation and Empowerment</li> <li>Persuasion and Presentation skills</li> </ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc.
Participants	Senior and Mid-level extension functionaries
Resource Persons	SAMETI Faculties/Agriculture University/private organization
Coordinator	Sri Abhishek Tirkey, Faculty/ Dy. Director (AEM), SAMETI Jharkhand

## 2. Topic: Programme on Managerial Tools and Techniques in Project Management.

<b>Venue</b>	<ul style="list-style-type: none"> <li>• SAMETI Jharkhand</li> </ul>
<b>Dates</b>	<ul style="list-style-type: none"> <li>• 25 - 27 September, 2024</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To orient participants on concept and process of project</li> <li>• To develop skills in application of project management tools.</li> <li>• To improve the effectiveness and efficiency of project functionaries in managing project activities.</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to Project Management.</li> <li>• Systematic Approach</li> <li>• Project aims</li> <li>• Project appraisal.</li> <li>• Project Preparation</li> <li>• Work breakdown structure.</li> <li>• Network Analysis.</li> <li>• Project monitoring – MIS</li> <li>• Project documentation.</li> <li>• MS Project</li> <li>• Back to Work Plan</li> </ul>
<b>Methodology</b>	Lectures, Group Discussion, Hands on Experience through Practical Session.
<b>Participants</b>	Extension Functionaries of Agri-linedeptt.
<b>Resource Persons</b>	XISS/IIM/Ranchi University/Agriculture University/Amity University/LOGCHAIN India
<b>Coordinator</b>	Sri. Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI

### 3. Topic : Information Technologies for Agricultural Extension-New Concepts: Internet of Things in Agriculture (IOT); Geographical Information System (GIS), Artificial Intelligence (AI)

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Date	<ul style="list-style-type: none"> <li>18 – 20 November, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To provide information about the latest technological innovations in the field of Agriculture. E.g., Agricultural Drones, Automated Irrigation System, Precision farming etc.</li> <li>To provide innovative solutions for automation, efficiency, and precision in farming</li> <li>Use of Geographical Information System (GIS) in Agriculture, Soil and irrigation water management</li> <li>Use of Artificial Intelligence to increase agricultural efficiencies, improve crop yields and reduce food production costs</li> <li>To sensitize the farmers about the use of latest tools and techniques in Agriculture.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>Internet of Things (IOT)</li> <li>Geographical Information System (GIS)</li> <li>Artificial Intelligence (AI)</li> </ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc
Participants	Extension functionaries of ATMA
Resource Persons	SAMETI Faculties/XISS/IIM/Ranchi University/Agriculture University
Coordinator	Sri Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI Jharkhand

#### 4. Topic: Innovative Extension Approaches

Venue	<ul style="list-style-type: none"> <li>• SAMETI Jharkhand</li> </ul>
Dates	<ul style="list-style-type: none"> <li>• 27-29 November, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>• To improve the communication and extension management skill of the participants.</li> <li>• To explain the concept of Communication.</li> <li>• To use selected Extension Methods.</li> <li>• To prepare &amp; Use the selected Visual Aids.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Extension Talk - Definition, Importance &amp; Planning Technique.</li> <li>• Skill Teaching - Meaning, Importance &amp; Steps for Planning.</li> <li>• Visual Aids: Importance, Types, Preparation techniques &amp; Their Use.</li> <li>• Handling of Individual &amp; group situations.</li> <li>• Time Management.</li> <li>• Reading and listening skill</li> </ul>
Methodology	Lectures, Group Work/Discussion & Field Visit.
Participants	Mid Level Extension functionaries
Resource Persons	Faculty of SAMETI/NABARD/ Agriculture University/NGOs/Private Organizations/XISS/SIRD
Coordinator	Sri Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI Jharkhand

## 5. Topic: Workshop On Development Of Capacity Building Under SMAE

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Dates	<ul style="list-style-type: none"> <li>21-23 January, 2025</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To improve the communication and extension management skill of the participants.</li> <li>To explain the concept of Communication.</li> <li>To use selected Extension Methods.</li> <li>To prepare &amp; Use the selected Visual Aids.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>Extension Talk - Definition, Importance &amp; Planning Technique.</li> <li>Skill Teaching - Meaning, Importance &amp; Steps for Planning.</li> <li>Visual Aids: Importance, Types, Preparation techniques &amp; Their Use.</li> <li>Handling of Individual &amp; group situations.</li> <li>Time Management.</li> <li>Ongoing agriculture development scheme</li> <li>Concept of farmer friend, farm school and farm field school</li> </ul>
Methodology	Lectures, Group Work/Discussion & Field Visit.
Participants	Senior & Mid Level Extension functionaries
Resource Persons	Faculty of SAMETI/Agriculture University/Private Organizations/XISS
Coordinator	Sri Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI Jharkhand

## 6. Topic: Refresher course on ATMA activities

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Date	<ul style="list-style-type: none"> <li>03-05 February, 2025</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To discuss with participants the core concept of Extension Reforms/ SMAE</li> <li>To reinforce the participants with SMAE scheme and clarify the roles &amp; responsibilities of different stakeholders in implementation.</li> <li>To develop the capacity of the participants in developing &amp; operationalizing BAP &amp; DEWP.</li> <li>To appraise the participants as to how the PPP, FIG and FOs can be promoted in the district.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>Need and concept of ATMA, SMAE</li> <li>Institutional arrangement under ATMA.</li> <li>Roles &amp; Responsibilities of Stakeholders.</li> <li>Function of GB, AMC, DFAC, BTT,BFAC, CIG</li> <li>Revised Cafeteria of Activities.</li> <li>Promotion of Concept of Convergence, R-E-F &amp; Farm School</li> <li>Field Experience Sharing by Participants</li> </ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc
Participants	ATMA Extension functionaries
Resource Persons	Faculty of SAMETI/Agriculture University/Private Organization/NGOs/ FPOs
Coordinator	Sri Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI Jharkhand

## 7. Topic: Induction Training on SMAE/ATMA Programme for ATMA Functionaries

<b>Venue</b>	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
<b>Dates</b>	<ul style="list-style-type: none"> <li>17-19 March, 2025</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>To discuss with participants the core concept of Extension Reforms/ SAME</li> <li>To reinforce the participants with SMAE scheme and clarify the roles &amp; responsibilities of different stakeholders in implementation.</li> <li>To develop the capacity of the participants in developing &amp; operationalizing BAP &amp; DEWP.</li> <li>To appraise the participants as to how the PPP, FIG and FOs can be promoted in the district.</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>Need and concept of ATMA</li> <li>Institutional arrangement under ATMA.</li> <li>Roles &amp; Responsibilities of Stakeholders.</li> <li>Function of GB, AMC, DFAC, BTT,BFAC, CIG</li> <li>Revised Cafeteria of Activities.</li> <li>Promotion of Concept of Convergence, R-E-F &amp; Farm School</li> <li>Field Experience Sharing by Participants</li> </ul>
<b>Methodology</b>	Lectures, Group Work/Discussion & Field Visit.
<b>Participants</b>	ATMA Extension Functionaries.
<b>Resource Persons</b>	Faculty of SAMETI/Agriculture University/Private Organization/NGOs/ FPOs
<b>Coordinator</b>	Sri Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI Jharkhand

# Agriculture and Allied Sector 2024-25

## 1. Topic: Natural Farming for Sustainable Agriculture

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Date	<ul style="list-style-type: none"> <li>18 - 20 September, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To provide information about techniques and methods of natural farming to participants</li> <li>To create a knowledge, innovation, and entrepreneurship support system for nature-based farming through a collaborative community of different stakeholders in the society</li> <li>To focus on technology up gradation and capacity building of youth and stakeholders in natural farming</li> <li>To acquaint the participants with the approach of developing new inputs in accordance with natural farming</li> </ul>
Contents	<ul style="list-style-type: none"> <li>Training on natural farming with value addition in both online and offline modes</li> <li>Training on on-farm biomass recycling majorly on mulching, use of on-farm cow dung-urine formulations, periodic soil aeration</li> </ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc.
Participants	Extension functionaries of Agri. Line Dept.
Resource Persons	SAMETI Faculties/Agriculture University/NGOs/Private Organization
Coordinator	Smt. Kumud Kumari, Faculty / Dy. Director (Agri & Allied), SAMETI Jharkhand

## 2. Topic: Pisciculture (Fisheries) & Its Operationalization

Venue	<ul style="list-style-type: none"><li>• SAMETI Jharkhand</li></ul>
Date	<ul style="list-style-type: none"><li>• 22-24 October, 2024</li></ul>
Objectives	<ul style="list-style-type: none"><li>• To acquaint the participants with the procedure of classes to be held on Fisheries.</li><li>• Impart knowledge about several steps to be taken on fisheries.</li><li>• Cost norms.</li></ul>
Contents	<ul style="list-style-type: none"><li>• Knowledge about species and behavior of fishes commonly reared in Jharkhand.</li><li>• Preparation of ponds for pisciculture.</li><li>• Precaution and methods of release of fish seeds and its local availability.</li><li>• Management of ponds right from release of fingerlings to maturity.</li><li>• Important disease of fishes and its management.</li><li>• Marketing.</li></ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc.
Participants	Senior & Mid Level Extension functionaries.
Resource Persons	SAMETI Faculties/Agriculture University/NGOs/Private Organization
Coordinator	Smt. Kumud Kumari, Faculty / Dy. Director (Agri & Allied), SAMETI Jharkhand

### 3. Topic: New Dimensions in Agricultural Marketing

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Dates	<ul style="list-style-type: none"> <li>03-05 December, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To provide information about new initiatives for increasing the income of farmers and to address the farmer's distress</li> <li>To orient the participants with new initiatives in Agricultural Marketing include e-NAM, Agriculture Produce and Livestock Act- 2017, Model Contract Farming Act 2018 and collective marketing through FPOs, etc.</li> <li>To identify innovative approaches for profitable marketing of produce by farmers.</li> <li>To study different marketing channels and share successful marketing case studies</li> </ul>
Contents	<ul style="list-style-type: none"> <li>Organic Farming- NPOF, PGS Certification</li> <li>AGMARK Grades and Standards</li> <li>Value Chain Focussed Enterprise Development</li> <li>Food Chain Management in Agriculture</li> <li>Market intelligence &amp; role of IT in marketing</li> <li>Export potential of major commodities</li> <li>Marketing channels, supply chain management etc</li> </ul>
Methodology	Lectures, Group Work/ Discussion & Field Visit.
Participants	Senior and Mid Level Extension Functionaries.
Resource Persons	Faculty of SAMETI/XISS/Agriculture University/E-NAM/Private Organization/NGOs/FPOs
Coordinator	Smt. Kumud Kumari, Faculty / Dy. Director (Agri & Allied), SAMETI Jharkhand

#### 4. Topic: Agricultural Mechanization For Small & Medium Farmers

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Date	<ul style="list-style-type: none"> <li>16-18 December, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To get acquainted with the Concept of Agricultural Mechanization and its scope for Small &amp; Medium farmers of Jharkhand.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>Concept of Agricultural Mechanization and Schemes of Mechanization run by Department of Agriculture and Cane Development</li> <li>Scope of agricultural mechanization in undulated topography of Jharkhand. Type of tillage equipments suitable in the situation of Jharkhand.</li> <li>Scope, types, use and potentiality of improved animal drawn equipments in Jharkhand.</li> <li>Concept and types of Micro Irrigation system. Scope and applicability of micro irrigation system in Jharkhand</li> <li>Types, use of threshing, harvesting, potato planters, diggers and plant protection equipments.</li> <li>Importance and concept of Post harvest technology (PHT), how far the technology is applicable for potato, tomato, cauliflower and jackfruits.</li> </ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc.
Participants	Senior & Mid Level Extension functionaries.
Resource Persons	SAMETI Faculties/Agriculture University/NGOs/Private Organization
Coordinator	Smt. Kumud Kumari, Faculty / Dy. Director (Agri & Allied), SAMETI Jharkhand

## 5. Topic: Extension in allied sector

Venue	<ul style="list-style-type: none"><li>SAMETI Jharkhand</li></ul>
Date	<ul style="list-style-type: none"><li>03 - 05 March, 2025</li></ul>
Objectives	<ul style="list-style-type: none"><li>Improving the skills and knowledge of individuals working in extension services related to agriculture, livestock, fisheries, forestry &amp; other allied sectors.</li></ul>
Contents	<ul style="list-style-type: none"><li>Status of Agri-Allied Sectors In Indian Economy.</li><li>Agri-Allied Sectors, Major Challenges and Issues.</li><li>Strengthening Extension Services in Agri-Allied Sector.</li></ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc.
Participants	Extension functionaries of agri line department.
Resource Persons	SAMETI Faculties/Agriculture University/NGOs/Private Organization
Coordinator	Smt. Kumud Kumari, Faculty / Dy. Director (Agri & Allied), SAMETI Jharkhand

# Collaborative Training Programmes with SAMETI, MANAGE Hyderabad & EEI Nilokheri, Haryana (2024-25)

## Online collaborative training programmes with SAMETI & MANAGE Hyderabad, 2024-25

### 1. Topic: Integrated Farming and Agri-Business Enterprises

Venue/ Webinar	<ul style="list-style-type: none"> <li>• Video Conferencing in collaboration with collaboration with SAMETI &amp; MANAGE Hyderabad</li> </ul>
Date	<ul style="list-style-type: none"> <li>• 23-25 July, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>• Efficient recycling of farm and animal wastes.</li> <li>• Minimizing the nutrient losses.</li> <li>• Maximizing nutrient use efficiency.</li> <li>• Adoption of efficient cropping system and crop rotations.</li> <li>• Maintain sustainable production system without damaging environment</li> <li>• The "agribusiness system" approach to marketing</li> <li>• Size and scope of agribusiness</li> <li>• Various sectors</li> <li>• Functions of marketing</li> <li>• Marketing in agribusiness firms</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• A sustainable agricultural system. That integrates livestock, crop production, fish, poultry, Tree plantation and other systems that benefit each Other.</li> <li>• Agribusiness enterprises and activities that are involved in the production, processing, and Marketing.</li> </ul>
Methodology	Lectures, Group Discussions, Sharing of Case Studies, etc
Participants	Extension functionaries of Agri. Line Department
Resource Persons	SAMETI Faculties/MANAGE Hyderabad/Agriculture University/ NGOs/ Private Organization.
Coordinator	Dr. Shahaji Phand, Dy. Director (Allied Extension), Manage, Hyderabad Sri Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI Jharkhand

## 2. Topic: ICTs in Agricultural Marketing- Block Chain Technologies

Venue/ Webinar	<ul style="list-style-type: none"> <li>• Video Conferencing in collaboration with collaboration with SAMETI &amp; MANAGE Hyderabad</li> </ul>
Date	<ul style="list-style-type: none"> <li>• 10 – 12 Setptember, 2024</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>• To impart knowledge about use and benefit of Block Chain Technologies which is revolutionizing the agriculture sector by enhancing the decision-making capabilities</li> <li>• To identify the challenges faced in selling the farmers’ produce with traditional approach of marketing</li> <li>• To overcome these challenges with the application of Block Chain Technologies</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Use of Block Chain Technology database for estimating and controlling the real supply and demand of food items</li> <li>• Adoption of Block Chain for reducing financial risks and promoting inclusive trade of agricultural produce</li> <li>• Use of Block Chain Technology in generating smarter market data for better decision-making with data science in agriculture</li> </ul>
Methodology	Lectures, Group Discussions, Sharing of Case Studies, etc
Participants	Senior and Mid – level extension functionaries
Resource Persons	SAMETI Faculties/MANAGE Hyderabad/Agriculture University/ NGOs/Private Organization.
Coordinator	Dr. G. Bhaskar Assistant Director (IT) (SG), Manage, Hyderebad Smt. Kumud Kumari, Faculty/ Dy. Director (Agri & Allied), SAMETI Jharkhand

### 3.Topic: Promoting Farmers Producer Organization (FPOs)

Venue/ Webinar	<ul style="list-style-type: none"> <li>• Video Conferencing in collaboration with SAMETI &amp; MANAGE Hyderabad</li> </ul>
Date	<ul style="list-style-type: none"> <li>• 9 to 11 January 2025</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>• To understand the role and participation of FPOs in Agriculture sector</li> <li>• To equip with the account management and other related activities of FPO</li> <li>• To develop skill for governance, management and marketing of FPOs</li> <li>• To do Capacity Building of Farmers in FPOs</li> <li>• To Sensitize Implementing Agencies, State Government officials and other stakeholders to appreciate the Formation &amp; Promotion of 10000 Farmers' Producer Organizations (FPOs)</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Understanding the management and governance aspects in FPOs</li> <li>• Relevance of Farmers Producer Organizations (FPOs) in the context of present agricultural scenario</li> <li>• Emerging Business Opportunities for FPOs - Agricultural Reforms, Market Access etc.</li> </ul>
Methodology	Lectures, Group Discussions, Field Visits, Sharing of Case Studies, etc.
Participants	Senior & Mid Level Extension functionaries
Resource Persons	SAMETI Faculties/MANAGE Hyderabad/Agriculture University/ NGOs/ Private Organization.
Coordinator	Dr. K.C. Gummagolmath Director (M&E), Manage, Hyderabad Sri Abhishek Tirkey, Faculty / Dy. Director (AEM), SAMETI Jharkhand

## On Campus Collaborative Training with SAMETI & EEI Nilokheri, Haryana (2024-25)

### 1. Participatory Extension Approaches for Extension Functionaries

Venue	<ul style="list-style-type: none"> <li>SAMETI Jharkhand</li> </ul>
Dates	<ul style="list-style-type: none"> <li>To be decided</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>To know the concept of participatory extension.</li> <li>To understand different participatory approaches in extension.</li> <li>To know the use of participatory approaches in development initiatives.</li> <li>To review related research studies</li> </ul>
Contents	<ul style="list-style-type: none"> <li><b>Participatory tools and techniques:</b> Participatory Rural Appraisal (PRA).</li> <li>Communication and engagement for extension functionaries.</li> <li>Extension strategies for extension workers.</li> </ul>
Methodology	Lectures, Group Work/ Discussion & Field Visit.
Participants	Extension Functionaries of Agri. & Line Department.
Resource Persons	Faculty of SAMETI/Faculty of EEI Nilokheri/Agriculture University/NGOs/Private Organizations.
Coordinator	Smt. Kumud Kumari, Faculty/Dy. Director (Agri & Allied), SAMETI Jharkhand

# Training Programmes/Workshop Organized During 2023-24

## ABSTRACT

Sl. No.	Date	Subject	Name of Collaborative Institute	No. of Participants	Course Coordinator
<b>I. SAMETI</b>					
1	25-27 July, 2023	Mass Media Skill to Agriculture Extension	SAMETI, Jharkhand	36	Abhishek Tirkey, Faculty/Dy. Director (AEM), SAMETI Jharkhand
2	12-14 Dec, 2023	Farmers Led Extension- Concept, Potential, Models and Experiences	SAMETI, Jharkhand	31	
3	07- 09 Feb, 2024	Effective use of ICTs and Social Media for Technology Transfer	SAMETI, Jharkhand	32	
4	16 Feb, 2024	State Level Roll Out Workshop under Digitalization of Agricultural Extension System (DAES)	SAMETI –Digital Green	57	
<b>II. Collaborative Training with SAMETI &amp; MANAGE Hyderabad</b>					
1	12-14 June, 2023	ICTs in Agricultural Marketing – Block Chain Technologies	SAMETI - MANAGE, Hyderabad Collaborative	72	Abhishek Tirkey, Faculty/Dy. Director (AEM), SAMETI Jharkhand
2	11-15 Sep, 2023	Write Shop for Success Stories and News Letters	SAMETI - MANAGE, Hyderabad Collaborative	72	
3	16-18 Oct, 2023	Development & Management of Agriculture Programme for AIR, Doordarshan, Print Media & Web portal	SAMETI - MANAGE, Hyderabad Collaborative	72	Smt. Kumud Kumari, Faculty/Dy. Director (Agri & Allied), SAMETI Jharkhand
4	04-08 Dec, 2023	Natural Farming for Sustainable Agriculture	SAMETI - MANAGE, Hyderabad Collaborative	97	Abhishek Tirkey, Faculty/Dy. Director (AEM), SAMETI Jharkhand
5	17-19 Jan, 2024	New Dimensions in Agricultural marketing	SAMETI - MANAGE, Hyderabad Collaborative	49	Smt. Kumud Kumari, Faculty/Dy. Director (Agri & Allied), SAMETI Jharkhand
6	27-29 Feb, 2024	Promotion of Agriclincs & Agribusiness Centre Scheme through Agricultural Technology management Agency (ATMA)	SAMETI - MANAGE, Hyderabad Collaborative	30	

# I. Training Programmes/Workshop Organized By SAMETI, Jharkhand 2023-24

## 1. Topic: “Mass Media Skill to Agriculture Extension”

**Duration: 03 Days (25-27 July, 2023)**

Date	Time	Course Title	Resource Person
25.07.2023	10.30 AM to 11.00 AM	Inaugural Session	<b>Sri. Vikash Kumar</b> Director SAMETI Jharkhand
	11.00 AM to 1.00 PM	Understanding Traditional Media- Print & Broadcast (Newspapers, Radio & Television)	<b>Dr. Pankaj Seth</b> Senior Scientist & Head KVK, Giridih
	1.00 PM to 2.00 PM	<b>Lunch Break</b>	
	2.00 PM to 3.30 PM	Concept and Role of Mass media in Agriculture Extension	<b>Dr. B.K. Jha</b> Assistant Professor-cum- Junior Scientist, BAU, Ranchi
	3.30 PM to 3.35 PM	<b>Tea Break</b>	
	3.35 PM to 5.00 PM	Selection and Utilization of Mass Media in Agriculture Extension	<b>Dr. R.P. Singh Ratan</b> Former Director Extension , BAU, Ranchi
26.07.2023	10.00 AM to 11.30 AM	Extension Approaches through Print Media/Electronic Media/ General media	<b>Sri. Abhishek Tirkey</b> Dy. Director (AEM) SAMETI, Jharkhand
	11.30 AM to 11.35 AM	<b>Tea Break</b>	
	11.35 AM to 1.00 PM	Utilizing Social Media Platforms for Agriculture Extension	<b>Md. Zafar Ali</b> PMU Ranchi
	1.00 PM to 2.00 PM	<b>Lunch Break</b>	
	2.00 PM to 3.30 PM	Leadership/Effective Communication (Part -1)	<b>Dr. C. K. Mani</b> Log chain
	3.30 PM to 3.35 PM	<b>Tea Break</b>	
	3.35 PM to 5.00 PM	Leadership/Effective Communication (Part 2)	<b>Dr. C. K. Mani</b> Log chain

Date	Time	Course Title	Resource Person
27.07.2023	10.00 AM to 11.30 AM	Effective Use of ICTs	<b>Dr. B.K. Jha</b> Assistant Professor-cum-Junior Scientist, BAU, Ranchi
	11.30 AM to 11.35 AM	<b>Tea Break</b>	
	11.35 AM to 1.00 PM	Case Studies and Best Practices in Traditional Media	<b>Sri. Brajesh</b> Doordarshan Producer
	1.00 PM to 2.00 PM	<b>Lunch Break</b>	
	2.00 PM to 3.30 PM	Understanding Digital Media, Websites, Social media and Mobile Apps	<b>Group work</b>
	3.30 PM to 3.35 PM	<b>Tea Break</b>	
	3.35 PM to 5.00 PM	Closing and Feedback	

## 2. Topic: “Famers Led Extension– Concept, Potential, Models and Experience”

**Duration: 03 Days (12-14 December, 2023)**

Date	Time	Topic	Resource Person
12.12.2023	10:30 AM to 11:00 AM	Address by Director SAMETI, Jharkhand	<b>Sri. Vikash Kumar</b> Director, SAMETI, Ranchi
	11:00 AM to 1:00 PM	Effective Communication Skill for farmers	<b>Dr. Kiran Singh</b> Sr. Scientist & Head KVK Dumka, BAU, Ranchi
	1.00 PM to 2:00 PM	<b>Lunch Break</b>	
	2:00 PM to 3.30 PM	How to make team building for Rural Areas through FPOs	<b>Sri Priyanshu Kumar,</b> Coordinator Chanho Birsa Munda Sanghtan Producer Company Limited Chanho, Ranchi
	3.30 PM to 3:35 PM	<b>Tea Break</b>	
	3:35 PM to 5:00 PM	Building Leadership Quality in Extension Functionaries	<b>Kumar Gaurav</b> Assistant Director, Sarva Seva Samity Sanstha (4s-India), Argora, Ranchi

Date	Time	Topic	Resource Person
13.12.2023	10:00 AM to 11:30 AM	Introduction to Farmers led Extension importance and Potential of farmers Led Extension	<b>Sri. Abhishek Tirkey</b> Dy. Director (AEM)
	11:30 AM to 11:35 AM	<b>Tea Break</b>	
	11:35 AM to 1:00 PM	To learn from experience of NGO's in Farmer Led Extension	<b>Sri. Jibdas Sahu, Pradan</b>
	1.00 PM to 2:00 PM	<b>Lunch Break</b>	
	2:00 PM to 3.30 PM	Farmer Led Extension Experiences	<b>Sri. Jibdas Sahu, Pradan</b>
	3.30 PM to 3:35 PM	<b>Tea Break</b>	
	3:35 PM to 5:00 PM	Extension issues and strategies in market led extension	<b>Dr. Virendra Kr. Yadav</b> Principal Scientist Agri. Extension ICAR Research Complex Foreastern Region Plandu Ranchi
14.12.2023	10:00 AM to 01:00 PM	Field Visit at R.K. Mission, Morabadi, Ranchi, KVK	
	1.00 PM to 2:00 PM	<b>Lunch Break</b>	
	2:00 PM to 3.30 PM	Practical Application and Farmer Led Extension	<b>Dr. Nitu Kumari</b> Assistant Professor-cum-Junior Scientist BAU, Ranchi
	3.30 PM to 3:35 PM	<b>Tea Break</b>	
	3:35 PM to 5:00 PM	Closing and feedback	

### 3. Topic: “Effective use of ICTs and Social Media for Technology Transfer”

**Duration: 03 Days (07-09 February, 2024)**

**Day 1: Wednesday – 07/02/2024**

Date	Time	Topic	Resource Person
07/02/2024	10:30 AM to 11:00 AM	Address by Director SAME-TI, Jharkhand	<b>Sri. Vikash Kumar</b> Director, SAMETI, Ranchi
	11:00 AM to 1:00 PM	Effective Communication Strategies	<b>Dr. Kiran Singh</b> Sr. Scientist & Head kvk Dumka, BAU, Ranchi
	1.00 PM to 2:00 PM	<b>Lunch Break</b>	
	2:00 PM to 3.30 PM	Video & Audio Editing & Publishing on Web	<b>Sri. Akarsh Deep Sinha,</b> Managing Director-Feelz Films Production House Pvt. Ltd
	3.30 PM to 3:35 PM	<b>Tea Break</b>	
	3:35 PM to 5:00 PM	Various types of Social Media platforms for Agriculture Extension	<b>Dr. Neetu Kumari</b> Assistant Prof-cum- Junior Scientist, BAU, Ranchi

**Day 2: Thursday– 08/02/2024**

08/02/2024	10:00 AM to 11:30 AM	ICTs and social media initiatives taken by government in Agriculture under DAES-VISTAAR Programme	<b>Dr. Ritesh Kumar</b> Project Manager, Digital Green , Jharkhand
	11:30 AM to 11:35 AM	<b>Tea Break</b>	
	11:35 AM to 1.00 PM	Useful ICTs Tools and Techniques for Effective Extension Services	<b>Dr. B.K. Jha</b> Assistant Prof-cum- Junior Scientist, BAU, Ranchi
	1.00 PM to 2.00 PM	<b>Lunch Break</b>	
	2:00 PM to 5.00 PM	1. Demonstration of Electronic and Print Machine (Field visit)	<b>Sri. Harsh Modi</b> Annapurna printers, Tupudana, Ranchi
2. How Kishan Call Centre Works (Visit)		<b>MS. Bharti Sinha,</b> Baba Computers	

### Day 3: Friday– 09/02/2024

09/02/2024	10:00 AM to 11:30 AM	Blockchain Technology in Agriculture Extension	Sri. Ankit Kumar Settlement India Services PVT. Ltd. Ranchi.
	11:30 AM to 11:35 AM	Tea Break	
	11:35 AM to 1.00 PM	Role of Kisan Call Centre in Agriculture Extension	Miss Bharti Sinha & Sri Abhay Ranjan, BABA computers
	1.00 PM to 2.00 PM	Lunch Break	
	3:30 PM to 3.35 PM	Tea Break	
	3.35 PM to 5.00 PM	Closing and feedback	

#### 4. Topic: “State Level Roll out Workshop under Digitalization of Agricultural Extension System”

Duration: 01 Days (16 February, 2024)

Time	Topics	Resource Person
9:30 - 10:00 am	Registration of participants	
10:00 - 10:10 am	Welcome note	Mr. Abhishek Tirkey Dy. Director (AEM), SAMETI
10:10 - 10:20 am	Keynote address	Mr. Vikas Kumar Director, SAMETI
10:20 - 10:40 am	Overview of the VISTAAR Programme	Ms. Ronali Pradhan Digital Green
10:40 - 11:00 am	Roles & Responsibility/Timelines for VISTAAR	Mr. Dileep Tiwari Digital Green
<b>Tea Break (11:00 -11:10 am)</b>		
11:10 - 11:30 am	Introduction of Master Trainer- Roles & Responsibility- VRU/VRPs	Dr. Ritesh Kumar Digital Green
11:30 - 12:15 pm	Next Steps	Mr. Dileep Tiwari Digital Green
12:15 - 1:00 pm	Onboarding on VISTAAR- Chat BoT	Mr. Sai Prasad Chirivirala Digital Green
1:00 -1:25 pm	Interaction & Feedback	Mr. Sai Prasad Chirivirala Digital Green
1:25 -1:30 pm	Closing Remarks/Vote of Thanks	

## II. Collaborative Training Programmes with SAMETI & MANAGE Hyderabad

### 1. Topic: “ICTs in Agricultural Marketing-Block Chain Technologies”

**Duration: 03 Days (12-14 June, 2023)**

**Mode : Online**

**Day 1: Monday – 12/06/2023**

Time	Topic	Resource Person
10:00 am – 10:10 am	Welcome and Brief of the Training Programme	<b>Sri Abhishek Tirkey</b> Faculty, SAMETI, Ranchi
10:10 am – 10.15am	Address by MANAGE Coordinator	<b>Sri G. Bhaskar</b> SG. Asst. Director (IT)
10:15 am – 10.30am	Address by Director SAMETI, Jharkhand	Director, SAMETI
10.30 am – 12.00 pm	Digital Advances in Agriculture	<b>Md. Zafar Ali</b> PMU Ranchi
<b>Break</b>		
02:30 pm – 03:30 pm	Electronic Trading of Agriculture Commodities with special reference to e-NAM	<b>Dr. Amitava Akuli</b> Joint Director, C-DAC, Kolkatta Email- amitava.akuli@cdac.in
03:30 pm – 04:30 pm	Scope and Importance of e-Commerce with special reference to NCDEX and MCX	<b>Sri Niraj Shukla</b> AVP,NCDEX Mumbai Email- niraj.shukla@ncdex.com

## Day 2: Tuesday – 13/06/2023

Time	Topic	Resource Person
10.30 am – 12.00 pm	Importance and Application of AI/ML in Agriculture	<b>Sri Ritesh Mukherjee</b> Associate Director, C-DAC, Kolkata Email- ritesh.mukherjee@cdac.in
12.00 pm – 01.00 pm	Application of Big Data in Agriculture	<b>Sri Ritesh Mukherjee</b> Associate Director, C-DAC, Kolkata
<b>Break</b>		
02:30 pm – 03:30 pm	Emerging Technologies – Block Chain Technologies in Agricultural Marketing	<b>Sri Debdulal Basak</b> Joint Director, C-DAC, Kolkata
03:30 pm – 04:30 pm	Block Chain Technologies – Startup Initiatives	<b>Sri Pankaj Kumar</b> Settle Mint India Services Pvt. Ltd., Ranchi Email- pankaj@settlemint.com

## Day 3: Wednesday – 14/06/2023

Time	Topic	Resource Person
10.30 am – 12.00 pm	Adoption and Communication in Agriculture	<b>Sri Abhishek Tirkey</b> Faculty (AEM) SAMETI, Ranchi
12.00 pm – 01.00 pm	Importance of ICT Applications in Agricultural Development	<b>Dr. B.K. Jha</b> Assistant Prof. BAU Ranchi
01.00 pm – 02.00 pm	Marketing Information Network (AGMARKNET) initiative by GOI.	<b>Dr. B.K. Jha</b> Assistant Prof. BAU Ranchi
<b>Break</b>		
03:00 pm – 03:30 pm	<b>Feedback, Valedictory And Closing</b>	

## 2. Topic: “Write Shop for Success Stories and News Letters”

**Duration: 05 Days (11-15 Sept, 2023)**

**Mode : Online**

### Day 1 : Monday – 11/09/2023

Time	Topic	Resource Person
10:30 AM – 11.00 AM	<b>Inaugural Session</b>	
11.00 AM – 11.30 AM	Address by Director SAMETI, Jharkhand	<b>Sri Vikash Kumar</b> Director, SAMETI, Ranchi
	Address by MANAGE Coordinator	<b>Dr. Srinivasa charyulu Attaluri</b> Deputy director (KM), MANAGE, Hyderabad
11.30 AM – 01.00 PM	Why Success Stories?	<b>Dr. R. P. Singh Ratan</b> Rtd. Professor, BAU, Ranchi
1.00 PM – 02.00 PM	Success Story- Characteristics, Components, Elements	<b>Dr. R. P. Singh Ratan</b> Rtd. Professor, BAU, Ranchi
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Process Documentation in Development Projects	<b>Dr. Kiran Singh</b> SMS, KVK, Seraikella

### Day 2: Tuesday – 12/09/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	Documentation- Writing Process, tips on Writing and Editing	<b>Dr. Kiran Singh</b> SMS, KVK, Seraikella
12.30 PM – 02.00 PM	Writing for Newspapers etc.	<b>Prabhat Khabar/Dainik Jagran</b>
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Interviewing Skills for Success Story Subjects	<b>SatishPatnaik</b> , Integrator Pradan, Odissa

### Day 3: Wednesday – 13/09/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	Documentation Through Case Studies Using Social Media	<b>SatishPatnaik</b> ,Integrator Pradan, Odissa
12.30 PM – 02.00 PM	Participants Continue Writing Success Stories	<b>Sudarshan Thakur</b> , Team Coordinator, Pradan, Madhya Pradesh
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Documentation- Tools & Techniques, Researching and Methods of Collection of Information, Capturing Lessons from Field. Techniques- Interview, Observation, Focus Group Discussions	<b>Dr. B. K. Jha</b> Assistant Professor, BAU, Ranchi

### Day 4: Thursday – 14/09/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	Storytelling techniques	<b>Sri. AbhishekTirkey</b> Dy. Director (AEM) SAMETI, Jharkhand
12.30 PM – 02.00 PM	News Letter Content Planning - Choosing the Right Topics and Themes	<b>Sri. AbhishekTirkey</b> Dy. Director (AEM) SAMETI, Jharkhand
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Sharing Best Practices in Agriculture through Documentation	<b>Smt. KumudKumari</b> Dy. Director (Agri. & Allied) SAMETI, Jharkhand

### Day 5: Friday – 15/09/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	Publishing Platforms and Tools	<b>Dr. B. K. Jha</b> Assistant Professor, BAU, Ranchi
12.30 PM – 02.00 PM	Social Media Sharing Strategies	<b>Dr. B. K. Jha</b> Assistant Professor, BAU, Ranchi
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	<b>Closing and Feedback</b>	

### 3. Topic: “Development and Management of Agriculture Programme for AIR, Doordarshan, Print Media and Web Portal”

**Duration: 03 Days (16-18 October, 2023)**

**Mode : Online**

### Day 1: Monday – 16/10/2023

Time	Topic	Resource Person
10:00 AM – 10:15 AM	Address by Director, SAMETI, Jharkhand	<b>Sri. Vikash Kumar</b> Director, SAMETI, Ranchi
10:15 AM – 10:30 AM	Address by MANAGE Coordinator	<b>Dr. Srinivasacharyulu</b> Attaluri, Director (KM), MANAGE, Hyderabad
10:30 AM – 12:00 PM	Development of Mass media and its extension in Agriculture & Allied Sector	<b>Dr. B.K. Jha</b> Assistant Prof. BAU, Ranchi
12:00 PM – 1:00 PM	Case studies of successful agricultural program	<b>Dr. B.K. Jha</b> Assistant Prof. BAU, Ranchi
<b>Lunch Break</b>		
02:00 PM- 03:30 PM	Capacity Building of farmers through Information Technology	<b>Dr. Kiran Singh</b> Sr. Scientist & Head KVK Dumka, BAU, Ranchi
03:30 PM- 05:00 PM	Role of radio , television, print media and web portal in disseminating agricultural information	<b>Dr. Nitu Kumari</b> Assistant Prof.-cum-Junior Scientist, BAU, Ranchi

## Day 2: Tuesday– 17/10/2023

Time	Topic	Resource Person
10:30 AM – 12:00 PM	Script writing and Program Planning for Radio and TV Program	<b>Sri. Vijay Bharth</b> MD , MASS
12:00 PM – 01:00 PM	Role Play on hosting agriculture talk shows	<b>Smt. Anita Tirkey</b> RANCHI, ALL INDIA RADIO
<b>Lunch Break</b>		
02:00 PM – 03:00 PM	Promoting agricultural programs on various media & Ethical Consideration in reporting agriculture issues	<b>Dr. Pankaj Seth</b> Senior Scientist & Head KVK, Giridih
3:00PM – 4.00 PM	Writing and editing articles regarding Agriculture program for print media	<b>Sri. Manoj Singh</b> Journalist Prabhat Khabar News Paper
4:00PM – 5.00 PM	Script writing and Program Planning for print media	<b>Sri. Manoj Tiwari</b> Journalist Aaj Hindi Dainik, News Paper

## Day 3: Wednesday – 18/10/2023

Time	Topic	Resource Person
10.30 AM – 12.00 PM	Sharing Success Stories and Challenges faced in Program development	<b>Sri. Guru Swaroop Mishra</b> Journalist Prabhat Khabar. com , Ranchi
12.00 PM – 01.00 PM	Development and Management of Agriculture Programme for Web Portal	<b>Sri. Zafar Ali</b> PMU, Ranchi
<b>Lunch Break</b>		
02:00 PM – 03:30PM	The role of Newspaper and online platform in agriculture communication	<b>Dr. Virendra Kr. Yadav</b> Principal Scientist Agri. Extension ICAR Research Complex For Eastern Region Plandu Ranchi
3:30 PM- 05:00 PM	News letter content Planning choosing the right topic themes	<b>Sri. Abhishek Tirkey</b> Dy. Director (AEM), SAME- TI, Jharkhand
	Feedback, Valedictory & Closing	

#### 4. Topic: “Natural Farming for Sustainable Agriculture”

**Duration: 05 Days (04 to 08 December, 2023)**

**Mode : Online**

#### Day 1: Monday – 04/12/2023

Time	Topic	Resource Person
10.30 AM-10.45 AM	Address by Director SAMETI, Jharkhand	<b>Sri. Vikash Kumar</b> Director, SAMETI, Ranchi
10.45 AM – 11.00 AM	Address by MANAGE Coordinator	<b>Dr. Renuka Rani</b> Deputy Director (NRM)
11.00 AM – 12.30 PM	Overview of Natural farming Principles, Importance of sustainable Agriculture, Historical Context & Pioneers	<b>Sri. Nityanand Dahal,</b> PRADAN
12.30 PM – 2.00 PM	Basic Concepts of Soil health, Micro-organisms in Natural Farming & Composting Techniques	<b>Sri. Nityanand Dahal,</b> PRADAN
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	In Natural Farming Selecting and Saving seeds, Importance of Biodiversity in crops & Crop Rotation Strategies	<b>Sri. Nityanand Dahal,</b> PRADAN

#### Day 2: Tuesday – 05/12/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	Understanding Pest and Disease Ecology , Beneficial Insect in Natural Farming & Trap Cropping Techniques	<b>Sri. Kuldeep Kr. Chek Baraik,</b> State Facilitator WASSAN
12.30 PM – 02.00 PM	Bio input resources centers (BRCs)	<b>Sri Nrushing Sutar,</b> State Team PRADAN
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Permaculture Principles and Agro-forestry Practices	<b>Dr. Narendra Prasad</b> Guest Lecturer, BAU, Ranchi

### Day 3: Wednesday – 06/12/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	To Focus on technology upgradation and capacity building of youth and stakeholders in Natural Farming	<b>Dr. Kiran Singh</b> Sr. Scientist & Head kvk Dumka, BAU, Ranchi
12.30 PM – 02.00 PM	To create a knowledge, innovation and entrepreneurship support system for natural-based farming through a collaborative community of different stakeholders in the society	<b>Dr. Kiran Singh</b> Sr. Scientist & Head kvk Dumka, BAU, Ranchi
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Natural Farming with Value addition & connecting with Local Markets	<b>Dr. Siddharth Jaiswal,</b> Secretary/CEO,BPD- BAU(S),BAU, Ranchi

### Day 4: Thursdays – 07/12/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	Crop resilience and climate change	<b>Dr. Pragyan Kumari</b> Department of Agril. Meteorology, BAU, Ranchi
12.30 PM – 02.00 PM	Effective water use in Agriculture, Rain water Harvesting Techniques, Soil Moisture Conservation methods, drip Irrigation and Mulching	<b>Dr. Asha Kumari Sinha</b> Assistant Professor-cum- Junior Scientist, BAU, Ranchi
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Managing Soil Health For Sustainable Natural Farming	<b>Dr. Shashi Bhusan Kumar</b> Assistant Professor-cum- Junior Scientist, BAU, Ranchi

## Day 5: Friday– 08/12/2023

Time	Topic	Resource Person
11.00 AM – 12.30 PM	Social & Environment Impact of Natural Farming, Government polices & Support for Sustainable Agriculture	<b>Sri. Nityanand Dahal,</b> PRADAN
12.30 PM – 02.00 PM	Success Stories & Case Studies in Natural Farming	<b>Sri. Nrusingh Sutar,</b> PRADAN
02.00 PM – 03.00 PM	<b>Lunch Break</b>	
03:00 PM – 04:30 PM	Feedback, Valedictory & Closing	

## 5. Topic: “New Dimension in Agricultural Marketing”

**Duration: 03 Days (17-19 January, 2024)**

**Mode : Online**

### Day 1: Wednesday – 17/01/2024

Date	Time	Topic	Resource Person
17.01.2024	10:00 AM to 10:15 AM	Address by Director SAMETI	<b>Sri. Vikash Kumar</b> Director, SAMETI
	10:15 AM to 10:30 AM	Address by MANAGE Coordinator	<b>Dr. Shalendra</b> Deputy Director (BS) MANAGE, Hyderabad
17.01.2024	10:30 AM - 12:00 PM	Overview of New Dimension in Agricultural Marketing	<b>Dr. B.K. Jha</b> Assistant Prof-cum- Junior Scientist, BAU, Ranchi
	12:00 PM - 1.00 PM	New initiative for increasing the income of farmers and to address the farmer’s distress	Dr. B.K. Jha Assistant Prof-cum- Junior Scientist, BAU, Ranchi
	1.00 PM - 2:00 PM	<b>LUNCH BREAK</b>	
	2:00 PM - 3.30 PM	Introduction to digital marketing platform	<b>Dr. Maya Singh</b> Guest Faculty, BAU & Divyayan KVK, Ranchi
	3.30 PM - 5.00 PM	Utilizing Social Media for Agricultural Marketing	Dr. Maya Singh Guest Faculty, BAU & Divyayan KVK, Ranchi

## Day 2 Thursday – 18/01/2024

Date	Time	Topic	Resource Person
18/01/2024	10:30 AM - 12:00 PM	Agricultural Marketing through FPOs	<b>Sri. Jitendra Kr. Rai</b> Executive Director, Seed Foundation (FPO), Mirzapur, U.P.
	12:00 PM - 1.00 PM	Current Agricultural Market trend	<b>Sri. Vikash Kumar ,</b> Cluster Manager, GT Bharat (FPO), Bokaro, Jharkhand
	1.00 PM - 2.00 PM	<b>LUNCH BREAK</b>	
	2:00 PM - 3:30 PM	Agricultural Marketing through e-NAM	<b>Sri. Rakesh Kumar Singh</b> Nodal Officer E-NAM, Ranchi
	3.30 PM - 5.00 PM	Sustainable Agricultural Marketing	<b>Dr. Nitu Kumari</b> Assistant Prof-cum- Junior Scientist, BAU, Ranchi

## Day 3 : Friday– 19/01/2024

Date	Time	Topic	Resource Person
19/01/2024	10:30 AM - 12:00 PM	To Study different Agricultural Marketing channels	<b>Sri. Tejas Muley</b> PRADAN
	12:00 PM - 01:00 PM	Emerging Challenges in Marketing & Innovative approaches for profitable marketing for farmers	<b>Sri. Alok Pandey</b> Zenesis Agrosience and Consulting PVT. Ltd.
19/01/2024	1.00 PM - 2.00 PM	<b>LUNCH BREAK</b>	
	2:00 PM - 3:30 PM	Importance of Post Harvest Management in Agriculture Marketing	<b>Dr. Virendra Kr. Yadav</b> Principal Scientist Agri. Extension ICAR Research Complex For Eastern Region Plandu Ranchi
	3.35 PM - 5.00 PM	Feed Back, Valedictory & Closing	

**6. Topic: “Promotion of Agriclincs and Agribusiness Centre Scheme through Agricultural Management Agency (ATMA)”**

**Duration: 03 Days (27<sup>th</sup> – 29<sup>th</sup> February 2024)**

**Mode : On Campus (SAMETI, Jharkhand)**

**27.02.2024 (Tuesday)**

<b>Time</b>	<b>Topic</b>	<b>Resource Person</b>
10:15 hrs	Welcome Address	<b>Sri. Vikas Kumar</b> Director SAMETI-cum- State Mission Director (F&NS), Jharkhand
	Keynote Address & Lighting of Lamp	<b>Sri. Kumar Tarachand</b> IAS, Director Agriculture, Jharkhand
	Briefing on the Course and Expectations	
10:45 hrs	Orientation on Training Programme	<b>Dr. K. Sai Maheswari,</b> MANAGE & SAMETI Jharkhand
11:00 hrs	<b>Tea Break</b>	
11:15 hrs	Success Stories on Innovative Extension Approaches of Agripreneurs under AC & ABC Scheme for Agriculture and Allied sector	<b>Mr. Vijay Bharat</b> Successful Agripreneur Nodal Officer, Prvati Kailasha, Gadi Gaon, Hotwar, Ranchi - 835217, Jharkhand Mob: 09431588284
12:15 hrs	Role of ATMA in Horticulture Sector	<b>Smt. Manimala Xalxo</b> Technical Specialist, District Horticulture Office, Ranchi
13:15 hrs	<b>Lunch</b>	
14:15 hrs	Role of ATMA in Animal Husbandry	<b>Dr. S. Sarkar</b> T.V.O. Piska Ranchi
15:15 hrs	Tea Break	
15:30 hrs	Role of ATMA in Farmer Producer Organizations in ATMA	<b>Sri. Jitendra Kumar Rai</b> Executive Director, Seed Foundation (FPO) Mirzapur, U.P.
17:00 hrs	<b>Close</b>	

## 28.02.2024 (Wednesday)

Time	Topic	Resource Person
10:00 hrs	Field Visit Start from SAMETI (ATMA Activities in Poultry, Sericulture and Fisheries Sector)	
11:15 hrs		
11:30 hrs		
12:30 hrs	Lunch	
13:00 hrs	Field Visit to ATMA Activities (FPO and Women Oriented Activities like Bee Keeping, Mushroom Cultivation )	<b>Dr. K Sai Maheswari &amp; SAMETI officials</b>
17:00 hrs	<b>Close</b>	

## 29.02.2024 (Thursday)

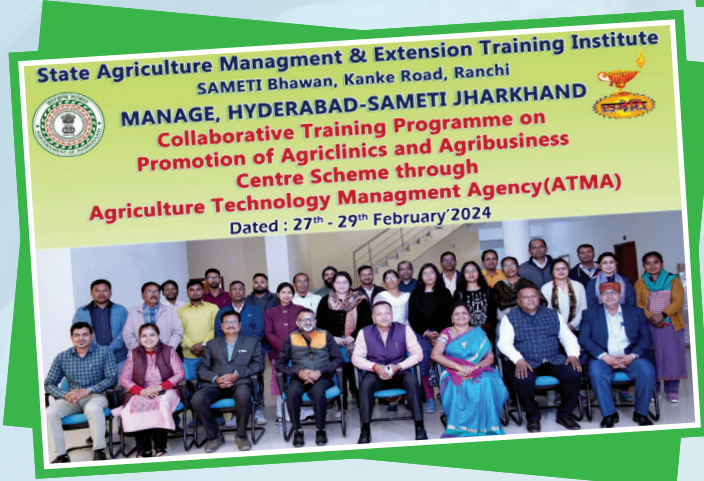
Time	Topic	Resource Person
10:00 hrs	Overview and Role of ATMA in Agriclincs and Agribusiness scheme.	<b>Dr. K. Sai Maheswari</b> Assistant Director Manage
11:00 hrs	<b>Tea Break</b>	
11:15 hrs	Overview and Role of ATMA in Agriculture Extension Management	<b>Sri. Abhishek Tirkey</b> Dy. Director (AEM) SAMETI, Jharkhand
12:15 hrs	Social media for Agricultural Extension.	Dr. Neetu Kumari Assistant Professor - cum- Junior Scientist BAU, Ranchi
13:15 hrs	Lunch	
14:15 hrs	Capacity Building for Community Based Organizations for Promotion of Agriclincs and Agribusiness Centre Scheme through Agricultural Technology Management Agency (ATMA)	<b>Dr. Anuranjan</b> Project Director, Khunti, Jharkhand
15:15 hrs	<b>Tea Break</b>	
15:30 hrs	Preparation of Action Plan for Follow Up	
17:00 hrs	Feedback & Valedictory	

### OFFICIAL STATUS OF SAMETI JHARKHAND

S. N.	Designation	Name	Mobile No.
1	DIRECTOR SAMETI, JHARKHAND	SRI. VIKASH KUMAR	8210977085
2	FACULTY / DY. DIRECTOR (A.E.M.), SAMETI	SRI. ABHISHEK TIRKEY	7070129443
3	FACULTY / DY. DIRECTOR (AGRI. & ALLIED), SAMETI	MRS. KUMUD KUMARI	9471349969
4	TECHNICAL ASSITANT (STATE) F & NS, JHARKHAND	MRS. NEERU RANI KACHHAP	9431362046
5	ACCOUNTANT CUM CLERK SAMETI, JHARKHAND	SRI. SUJIT KUMAR SINGH	9334197221
6	COMPUTER OPERATOR SAMETI, JHARKHAND	SRI. PARSHU RAM	8757619456

### ON DEPUTATION AT SAMETI JHARKHAND

1	GRADUATE INSTRUCTOR E.T.C. HEHEL, RANCHI	SRI. SANJAY KUMAR SRIVASTAVA	9431520707
2	B.T.M. ATMA GARHWA	SRI. HARSHRAJ MISHRA	9570913715
3	B.T.M. ATMA EAST SINGHBHUM	SRI. SANDHIR KUMAR KHALKHO	7759953979
4	A.T.M. ATMA PALAMAU	SRI. ANKIT KUMAR PANDEY	7903485724
5	A.T.M. ATMA SIMDEGA	MRS. NEHA NIBHA TETE	9973900726
6	A.T.M. ATMA SARAIKELA	SRI. RAKESH KUMAR	9304913285
7	A.T.M. ATMA LOHARDAGA	SRI. VIJAY ALOUKIT RUNDA	9334440678
8	A.T.M. ATMA GUMLA	SRI. NAZIRULL ANSARI	8210240221
9	TECHNICAL ASSISTANT F & NS, SARAIKELA	SRI. MANISH GURIA	9431544323



**कृषि, पशुपालन एवं सहकारिता विभाग  
झारखण्ड**

**महत्वपूर्ण कृषि योजनाएँ**

**राज्य योजना**

- झारखण्ड कृषि क्या माफ़ी योजना
- समेकित विरसा ग्राम विकास योजना -सह- कृषक पाठशाला
- झारखण्ड राज्य निरन्तर निराला योजना
- एपी एमार्ट ग्राम
- विरसा बीज उत्पादन, विभिन्न विरसा एवं फसल विरसा योजना
- किसान स्मूट्टि योजना
- कृषकों को कृषि ऋणों पर व्याज अनुदान (Interest Subvention) की योजना
- Grant to FPO's
- मृदा स्वास्थ्य प्रबंधन योजना
- कृषि मेला, कर्मशाला, प्रदर्शनी, प्रशिक्षण, क्षमण, प्रोत्साहन, पुरस्कार एवं प्रचार-प्रसार की योजना

**केन्द्र प्रायोजित योजना**

**राष्ट्रीय कृषि विकास योजना**

- प्रति हूट्टे अतिक फसल योजना (PDMC)
- नया स्वास्थ्य एवं उर्वरता पर राष्ट्रीय परियोजना
- मेहनत निराला फौट चरटेनेल एग्रीकल्चर
- परम्परागत कृषि विकास योजना (पौकेश/विवाड)
- कृषि यांत्रिकरण पर उपयोजना (सहायक/एएएम)

**कृषोन्नति योजना**

- एग्रीकल्चर एक्सटेंशन/आला कार्यक्रम
- खाद्य एवं पोषण सुरक्षा (Food & Nutrition Security)
- राष्ट्रीय खाद्य सुरक्षा मिशन - केवल
- बीज और रोपण सामग्री पर उप निदान (सहायक/एएएम)
- समेकित बागवानी विकास मिशन (एमआरडी/एएएम)



**कृषि संबंधित समस्याओं का विशेषज्ञ द्वाया नि:शुल्क समाधान**

**किसान कॉल सेंटर  
1800-123-1136 (राज्य)**

**मुख्यमंत्री किसान सहयोग कोषांग 0651-2490542/2491642**


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 जिला स्तर : जिला कृषि पर्यावरण / परिवहन विभाग / उप परियोजना निदेशक, अन्न प्रकल्प/खाद्य/गैर खाद्य / सहायक कृषि पर्यावरण/सहायक तकनीकी प्रबंधक / सहायक तकनीकी प्रबंधक / जल संकट / कृषक मिल से सम्पर्क किया जा सकता है।

**कृषि, पशुपालन एवं सहकारिता विभाग  
झारखण्ड**

**किसान कॉल सेंटर**  
नि:शुल्क नं.  
**1800-123-1136**

**किसान भाई-बहन निम्न विषयों पर समाधान पाएँ**

- ✓ कृषि, उद्यान, भूमि संरक्षण, पशुपालन, गव्य विकास, मत्स्य प्रभाग की योजनाओं की जानकारी
- ✓ कृषि संबंधित समस्या तथा उसका समाधान
- ✓ पशुपालन संबंधित बीमारी तथा उसका समाधान
- ✓ कृषि यांत्रिकरण तथा उपकरण से संबंधित
- ✓ मत्स्य पालन से संबंधित
- ✓ प्रति बूंद अधिक फसल से संबंधित
- ✓ किसान क्रेडिट कार्ड योजना से संबंधित



**कृषि संबंधित समस्याओं का विशेषज्ञ द्वाया नि:शुल्क समाधान**

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**कृषि, पशुपालन एवं सहकारिता विभाग  
झारखण्ड**

**90 प्रतिशत किसान समृद्धि योजनान्तर्गत**

**90 प्रतिशत अनुदान पर 5 HP सतही सौर उर्जा पम्पसेट आधारित उद्दह सिंचाई इकाई एवं 2 HP सौर उर्जा पम्पसेट आधारित चलन सिंचाई इकाई**

**किसान/झावेदक के झावेदन की प्रक्रिया**

- 1. कृषक समूह/स्वयं सहायता समूह/FPO/FPC/Co-operatives की ओर से समूह/ संस्था के अध्यक्ष/सहस्रक पदाधिकारी आवेदन कर सकते हैं।
- 2. आवेदन किसान/अध्यक्ष/सहस्रक पदाधिकारी का आधार एवं राशन कार्ड का e-KYC होगा।
- 3. आवेदन में FPO/FPC/LAMPS/PACS/User Group समूहों की विवरणी देनी होगी।
- 4. किसान/समूह/संस्था वह सुनिश्चित करे कि आवेदकों की भूमि जल स्रोत के पास में ही हो, अन्यथा भूमि निरीक्षण के दौरान आवेदन सही नहीं जाये पर आवेदन निरस्त किया जा सकता है।

**किसान/झावेदक की पात्रता**

- 1. व्यवस्थित किसान/कृषक समूह/FPO/FPC/LAMPS/PACS के सदस्य शीवर होकर- झारखण्ड राज्य का स्थानीय निवासी होना चाहिए।
- 2. कृषक समूह/महिला स्वयं सहायता समूह (JSLPS पंजीकृत) /FPO/FPC/LAMPS/PACS का पंजीकृत कार्यालय झारखण्ड राज्य में होना चाहिए।
- 3. किसान/सदस्य/शीवर होकर की आयु 18 वर्ष से अधिक एवं वैध आधार नम्बर होनी चाहिए। एक परिवार से एक ही सदस्य पात्र होंगे।
- 4. किसान/परिवार/समूह के सदस्य के पास जल स्रोत एवं जमीन होने का प्रमाण होना चाहिए।
- 5. आधार लिंक मोबाइल नम्बर एवं आधार लिंक राशन कार्ड होना चाहिए।

**झावेदन के साथ झावश्यक दस्तावेज**


<p><b>व्यक्तिगत किसान</b></p> <ul style="list-style-type: none"> <li>1. जमीन का मालजुमारी रसीद</li> <li>2. यंशावली का शपथ पत्र/JRFY से अनुबंधित किसान।</li> <li>3. आधार कार्ड का फोटो कॉपी</li> <li>4. बैंक पासबुक का फोटो कॉपी</li> <li>5. आधार लिंक मोबाइल नम्बर</li> </ul>	<p><b>कृषक समूह/स्वयं सहायता समूह/FPO/FPC/LAMPS/PACS</b></p> <ul style="list-style-type: none"> <li>1. संस्था पंजीकरण का प्रमाण-पत्र</li> <li>2. अध्यक्ष/सहस्रक पदाधिकारी का आधार कार्ड तथा आधार लिंक मोबाइल नम्बर</li> <li>3. सूत्र सूच के सदस्यों का आधार कार्ड।</li> <li>4. विश्व भूमि के लिए आवेदन किया गया है, उस भूमि का मालजुमारी रसीद।</li> <li>5. संस्था का बैंक खाता।</li> </ul>
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**कृषि संबंधित समस्याओं का विशेषज्ञ द्वाया नि:शुल्क समाधान**

**किसान कॉल सेंटर  
1800-123-1136 (राज्य)**

**मुख्यमंत्री किसान सहयोग कोषांग 0651-2490542/2491642**


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**कृषि, पशुपालन एवं सहकारिता विभाग  
झारखण्ड**

**कृषोन्नति योजना- कृषि प्रसार**

**मुख्य गतिविधियाँ**

- कृषक पाठशाला
- किसान गोष्ठी एवं प्रक्षेत्र दिवस
- किसान वैज्ञानिक अन्तरमिलन
- प्रशिक्षण (अन्तरराजकीय, राजकीय एवं जिलास्तरीय)
- परिश्रमण (अन्तरराजकीय, राजकीय एवं जिलास्तरीय)
- किसान मेला, फल-फूल एवं सब्जी प्रदर्शनी
- प्रत्यक्षण (कृषि एवं संबद्ध)
- समूह निर्माण



**कृषि संबंधित समस्याओं का विशेषज्ञ द्वाया नि:शुल्क समाधान**

**मुख्यमंत्री किसान सहयोग कोषांग 0651-2490542/2491642**


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राज्य स्तरीय कृषि प्रबंधन, प्रसार- सह- प्रशिक्षण संस्थान (समेति), झारखंड  
(कृषि, पशुपालन एवं सहकारिता विभाग, झारखंड सरकार अन्तर्गत स्वायत्तशासी संस्थान)  
**STATE AGRICULTURAL MANAGEMENT & EXTENSION TRAINING INSTITUTE (SAMETI), JHARKHAND**  
(An Autonomous body under Department of Agriculture, Animal Husbandry & Cooperative, Govt. of Jharkhand)



**Kissan Samriddhi Yojna**



**SAMETI Samachar Patrika/Booklets**



**Birsa Kissan Rath**



**Kisan Call Centre :- 1800-180-1551 / 1800-123-1136**  
**Mukhyamantri Kisan Sahyog Kosang :- 0651-2490542 / 7632996429**